

BC Economic Summit Schedule

Sun, Mar 03, 2019

1:30pm

Registration and Delegate Services

🕒 1:30pm - 4:00pm, Mar 3

2:00pm

Breakout #1 - Elected Officials and Economic Development - What Role Can You Play?

🕒 2:00pm - 3:30pm, Mar 3

📍 Bridgeport

Pre-Summit Learning Session

Join this informative session designed specifically for Mayors, Chiefs, and Councils to learn effective methods for working with your EDO.

Learn the 10 things you need to know about economic development and hear some best practices from local leaders whose thriving relationships with their economic development department have helped their community to flourish.

🗣️ Speakers



Dale Wheeldon
President and CEO, BCEDA



Jason Lum
City of Chilliwack



Trevor Cootes
Elected Council, Huu-ay-aht First Nations



Barry Banford
Councillor, District of Clearwater

Breakout #2 - Emerging Professionals Roundtable

🕒 2:00pm - 3:30pm, Mar 3

📍 Steveston

Pre-Summit Learning Session

Session Description: New to Economic Development (first day to 3 years) or looking for some confirmation about what you're doing? Join this informative workshop to hear tips on staying relevant, overcoming challenges, developing work plans and setting metrics. We will be discussing early wins for new and emerging EDO's, managing and setting expectations, economic VS community development and communicating effectively with colleagues. As a bonus, get some tips and tricks to get the most out of your Summit experience.

Speakers



John Perrott

Economic Development Officer, City of West Kelowna



Amy Reid

Economic Development Officer, City of Quesnel

5:30pm

Opening Networking Reception

🕒 5:30pm - 7:00pm, Mar 3

📍 Airport Ballroom

Join us to kick off the 2019 BC Economic Summit with opening comments from BCEDA President and CEO, Dale Wheeldon, BCEDA Chair, Sue Kenny.

Moderator



Dale Wheeldon

President and CEO, BCEDA

Speakers



Sue Kenny

BCEDA Board Chair



Hon. Bruce Ralston

Minister, Ministry of Jobs, Trade and Technology

Welcome Song



Cecilia Point
Musqueam Nation



Branden Point
Musqueam Nation

7:00pm

Dine Around

🕒 7:00pm - 10:00pm, Mar 3

Sign up at Registration! Don't dine alone! get out of your hotel room and explore Richmond, while making new friends in our profession. BCEDA has hand-picked several exciting restaurants for conference attendees to attend together.

Sign up & we'll match you with others for a great outing. BCEDA will make the reservations; participants take care of their own financial and transportation needs. Bon appetite!

Mon, Mar 04, 2019

7:00am

Registration and Delegate Services

🕒 7:00am - 4:00pm, Mar 4

📍 Main Foyer

7:30am

Breakfast

🕒 7:30am - 8:15am, Mar 4

📍 Airport Ballroom

Meal

8:15am

Opening Ceremonies

🕒 8:15am - 8:30am, Mar 4

📍 Airport Ballroom

Don't miss the official welcome to Vancouver and the 2019 BC Economic Summit with BCEDA Chair Sue Kenny.

🗣️ **Speaker**



Sue Kenny
BCEDA Board Chair

8:30am

Keynote: Lead Beyond The Edge — The 'Mountain Moving Mindset' Path to Greater Productivity, Resilience and Wellbeing

🕒 8:30am - 9:45am, Mar 4

📍 Airport Ballroom

Keynote

The extraordinary happens beyond the edge of that box we have built around ourselves. Everything you desire is beyond your comfort zone. Your best moments are on the other side of your fears. So, how will YOU reach your next level? Your mindset is what sets you and your organisation apart. This inspiring and insightful session uses science to help you break through your limits to grow.

🚩 Moderator



Geoff Millar
Principal, Millar & Associates

🚩 Speaker



Frederique Murphy
M3 Strategist, Owner and Founder, Mountain Moving Mindset

9:45am

Work and Social Break

🕒 9:45am - 10:15am, Mar 4

📍 Main Foyer

BREAK

10:15am

Towntalk - Population of 1-10,000

🕒 10:15am - 11:45am, Mar 4

📍 Airport Ballroom

Breakout

These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.

 Moderator



Maureen Czirfusz

Executive Director/Economic Development Officer, Houston & District Chamber of Commerce

Towntalk - Population of 25,001 and higher

🕒 10:15am - 11:45am, Mar 4

📍 Steveston

Breakout

These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.

 Moderator



David Munro

Manager Economic Development, City of Coquitlam

Towntalk - Population of 10,001 to 25,000

🕒 10:15am - 11:45am, Mar 4

📍 Bridgeport

Breakout

These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.

 Moderator



Terry Van Horn

Executive Director, Lower Columbia Initiatives Corporation

11:45am

Lunch - Sponsored by BC Business Magazine and the Invest in BC Magazine

🕒 11:45am - 12:45pm, Mar 4

📍 Airport Ballroom

Meal

👤 Moderator



Geoff Millar

Principal, Millar & Associates

12:45pm

Keynote: The Vital Connection Between Place & Prosperity

🕒 12:45pm - 1:45pm, Mar 4

📍 Airport Ballroom

Keynote

Historically, the wealth of communities and nations has been determined primarily by geographic factors—climate, access to resources, ports and proximity to other centers and points of trade. But as developed economies shifted rapidly from a manufacturing orientation to services and technology in the late 20th century, geographic factors have become less important in determining the economic success of cities, regions, states and countries.

Today, it is increasingly quality of place that determines where talent, tourists and companies go. But what is it that attracts them to one place versus another? In this presentation, Resonance Consultancy President and *World's Best Cities* author Chris Fair will share research on the factors that shape our perception of cities as places to live, visit and do business and explain why the relative vibrancy of city is key to its future prosperity.

👤 Moderator



Geoff Millar

Principal, Millar & Associates

👤 Speaker



Chris Fair

President and CEO, Resonance Consultancy

1:45pm

Breakout #1 - Airports as Catalysts for Economic Development

🕒 1:45pm - 3:00pm, Mar 4

📍 Steveston

Breakout

As business markets become national and international in scale, airports are increasingly being viewed as catalysts for local economic development and tools of urban renewal. As such, their ability to generate jobs and attract new business is being used in many locations as a justification for public investments in new airport construction and expansion. What are the critical success factors, framework and capabilities needed from airports to effectively serve their regions and become competitive in the global economy? What challenges to regional airlines face and how might this impact the ability for growth and add to potential new opportunities to pursue.

👤 Moderator



John Perrott

Economic Development Officer, City of West Kelowna

👤 Speakers



Kevin Boothroyd

Director, Business Development and Corporate Communications, Pacific Coastal Airlines



Dave Frank

BC Aviation Council



Rob Beynon

President, Operations Economics Inc.



Beth Veenkamp

EDO, City of Williams Lake

Breakout #2 - Supporting Regional Economic Development through Immigration

🕒 1:45pm - 3:00pm, Mar 4

📍 Airport Ballroom

Breakout

The Ministry of Jobs, Trade and Technology offers a suite of immigration programs and services, including the BC Provincial Nominee Program (BC PNP), to support the attraction of international

workers and entrepreneurs. Join the discussion on how these can be accessed to attract newcomers to smaller centres. These include the BC PNP Tech Pilot and a new Regional Pilot under the Entrepreneur Immigration Stream; a collaboration with communities to attract foreign entrepreneurs with a desire to start a business outside of a major population centre.

Joining Province of BC staff is Shelly Voth from the City of Morden, Manitoba to share a community perspective on leveraging immigration to welcome newcomers and helping them to successfully settle into the local economy, the local education system and into Morden's community life.

Moderator



Robyn Cyr
EDO, Columbia Shuswap Regional District

Speakers



Aireen Luney
A/Director, Strategic Investment Projects, Ministry of Jobs, Trade and Technology



Kimberley Branch
Program Manager, Entrepreneur Immigration, Ministry of Jobs, Trade and Technology



Shelly Voth
Immigration Coordinator, City of Morden, Manitoba

3:00pm

Work and Social Break

🕒 3:00pm - 3:30pm, Mar 4

📍 Main Foyer

BREAK

3:30pm

Breakout #1 - Economic Development in Action #1

🕒 3:30pm - 4:30pm, Mar 4

📍 Airport Ballroom

Breakout

Communities have different needs and come up with different programs that help to support the local economy. BCEDA has set a goal to increase awareness of the work that our member

communities are doing and the successes they are having. While Economic Development is never the same in any one community it is important to learn from each other and to identify projects that can be adapted to fit your needs. The Economic Development in Action series highlights just some of the great work being carried out by communities throughout British Columbia. In these fast-paced presentations done in the IGNITE format, speakers will talk about successful initiatives they have implemented and explain how you too can adapt the format for success.

Moderator



Pat Deakin

Economic Development Manager, City of Port Alberni

Speakers



Barry Banford

Councillor, District of Clearwater



Nicole Bruce

Economic Development Manager, Venture Kamloops



Jennifer Decker

Manager of Economic Development, City of Fort St. John



Terry Van Horn

Executive Director, Lower Columbia Initiatives Corporation



Donna Wilchynski

Community Coordinator, Christina Gateway Community Development Association



George Benson

Consultant - Green Building Market Acceleration, Vancouver Economic Commission

Breakout #2 - Stronger Together: Building successful Indigenous & Local Government Partnerships

 3:30pm - 4:30pm, Mar 4

 Steveston

Breakout

For years, Indigenous and local governments from across Canada have been reaching out to partner with one another on a variety of issues. While there are significant differences in the communities' legal rights and governance structures, economic conditions, demographics and cultures, often First Nations and municipalities share many of the same hopes, and they struggle with similar challenges. Many partnerships are built through infrastructure or service agreements, while others have been more substantial, including commitments to increase communication, develop a government-to-government relationship, and to pursue economic development opportunities. The Province of BC, along with Cando (Council for the Advancement of Native Development Officers) in partnership with Federation of Canadian Municipalities have different programs designed to encourage and support collaboration between the different partners. How do they work and how can your community pursue these types of partnerships?

Moderator



Trevor Cootes

Elected Council, Huu-ay-aht First Nations

Speakers



Kevin Poole

Manager, Economic Development & Tourism, City of Vernon



Marissa Lawrence

Senior Program Officer, First Nation Municipal Community Economic Development Initiative (CEDI), CANDO



Sheldon Louis

Councillor, Okanagan Indian Band



Victor Cumming

Mayor, City of Vernon

Breakout #3: BC Economic Development Crowdsourcing

 3:30pm - 4:30pm, Mar 4

 Bridgeport

Breakout

Join this high energy, interactive crowdsourcing session. Not only will you learn how to crowdsource information in your own community, but you will also provide valuable input on how BCEDA, the Province of BC and Western Diversification can enhance economic development efforts in BC. The information gathered at this session will be used to talk with the Province, WD

and others on what we can do together to enhance economic development.

 Moderator



Amy Reid

Economic Development Officer, City of Quesnel

 Speaker



Allison Larsen

Principal, TadZo LLC

4:40pm

BCEDA AGM (Members Only)

🕒 4:40pm - 5:00pm, Mar 4

📍 Bridgeport

Annual General Meeting

 Chair



Sue Kenny

BCEDA Board Chair

 Treasurer



Pat Deakin

Economic Development Manager, City of Port Alberni

6:00pm

Social Night At The UBC Boathouse

🕒 6:00pm - 9:00pm, Mar 4

📍 UBC Boathouse

Meal

Make new contacts and re-establish previous ones as you join some of your colleagues and new friends for an evening of fun and socialization.

Tue, Mar 05, 2019

7:30am

Registration and Delegate Services

🕒 7:30am - 4:00pm, Mar 5

📍 Main Foyer

Breakfast

🕒 7:30am - 8:15am, Mar 5

📍 Airport Ballroom

🗣 Moderator



Geoff Millar

Principal, Millar & Associates

1 Subsessions

● Economic Development Association of Canada

🕒 7:55am - 8:10am, Mar 5

8:15am

Keynote: Crunch Time - The Leader's Guide to Producing Under Pressure

🕒 8:15am - 9:30am, Mar 5

📍 Airport Ballroom

Keynote

Life is not a dress rehearsal; neither is economic development. How would your organization be different if everyone stopped making excuses and started producing better results in every area of their lives? Not “later,” not “some day,” but now! Because when it’s showtime, all that matters is results. And in economic development, as well as in your life, every day is showtime.

Bill is a 29-time Emmy Award winning Executive Producer and respected leader in the Seattle business community. He is a regular contributor to Seattle Business magazine, and his expertise has been cited by Forbes and The Wall Street Journal.

🗣 Moderator



Geoff Millar
Principal, Millar & Associates

Speaker



Bill Stainton
Ovation Consulting Group, Inc.

9:30am

Work & Social Break

🕒 9:30am - 10:00am, Mar 5

📍 Main Foyer

BREAK

10:00am

Province of BC: Investment Pursuit – Is your Community Investment Ready?

🕒 10:00am - 11:00am, Mar 5

📍 Airport Ballroom

Breakout

Each community pursues investment attraction in unique ways. What strategies are your community pursuing to be ready for and attract investment? Which areas can you focus on, and what tools can support your efforts? This session will help you identify and visualize these strategies, encourage peer-to-peer learning and give you a chance to tell the provincial government what resources you need to achieve your community's investment goals.

Moderator



John Perrott
Economic Development Officer, City of West Kelowna

Speakers



David Drohan
Senior Policy Analyst, Ministry of Jobs, Trade and Technology



Morningstar Pinto

Director, Outreach and Engagement, Ministry of Jobs, Trade & Technology



Ben Kennedy

Engagement Specialist; Design, Coordination & Outreach Branch, Ministry of Jobs, Trade and Technology

Opportunity & Growth with Co-Operatives in Local and Indigenous Communities

🕒 10:00am - 11:00am, Mar 5

📍 Steveston

Breakout

The co-operative business model is an important (but often misunderstood) tool for economic development in rural and Indigenous communities. Co-operatives First will give an overview of co-ops, and why they're a great way for groups to capitalize on local opportunities and achieve their goals. Shellie Gleave of the Eco Co-operative Community Service Centre in Fraser Lake will talk about how that co-operative will spur revitalization, and the process of making it happen.

🗣 Moderator



Maureen Czirfusz

Executive Director/Economic Development Officer, Houston & District Chamber of Commerce

🗣 Speakers



Aasa Marshall

Community Engagement Coordinator, Cooperatives First



Shellie Gleave

Director, Eco Co-operative Community Service Centre, Eco Co-operative Community Service Centre



Elvezio (Elvy) Del Bianco

Cooperative Portfolio Manager Community Business & Investment, Vancity

11:00am

Breakout #1 - Turbocharge your Economic Development Data to Drive FDI

🕒 11:00am - 12:15pm, Mar 5

📍 Airport Ballroom

Breakout

Effective use of economic development data to turbocharge your community's investment attraction requires a big picture perspective. It's important to have a solid, up-to-date understanding of your community's value proposition, as well as a strategic plan for where you wish to be in 5-10 years. Comprehensive use of data should include tracking cross-border greenfield investments, capital investment, job creation, and tracking investor signals. Important questions to ask would include: Do you have a solid handle on important investment trends in order to best craft your economic development strategy? What kinds of data can you offer to potential investors who come to your website to search and analyze their key criteria for site selection? How is that data used strategically for lead generation and qualification? Co-presented by Alissa Sklar, Ph.D., VP Marketing of GIS Planning, Chris Knight, Global Commercial Director of fDi Intelligence, Amber Hunter, VP Business Development of Research Consultant International FDI, and Aaron Brossoit, CEO of Golden Shovel Agency, this panel presentation will offer new perspectives, technologies, case studies, and a practical overview of the ways data can be used internally and for outreach to develop and put into practice a powerful, multifaceted investment promotion strategy for your community.

Moderator



Brian Coombes

President, Chilliwack Economic Partners Corp.

Speakers



Alissa Sklar

Vice President of Marketing, GIS Planning



Chris Knight

SVP North America, Financial Times



Amber Hunter

Vice President, Business Development - North America, Research Consultants International



Aaron Brossoit

CEO, Golden Shovel

Breakout #2: Fortis BC's path to Clean Growth for Local and Indigenous Communities

🕒 11:00am - 12:15pm, Mar 5

📍 Steveston

Breakout

As B.C.'s local and indigenous governments and organizations transition toward a low carbon energy future, new partnerships and projects are required to advance the areas of energy efficiency, behavioral change and technology. Focusing in the areas of energy efficiency, conservation, innovative technologies and transportation, natural gas and renewable gas can be used today as sustainable energy options to support B.C.'s climate action goals. Learn how FortisBC is collaborating with customers throughout B.C.'s communities to reduce emissions while advancing a resilient, sustainable economy.

Join FortisBC as they drive progress in developing BC's clean energy future. Hear about their Clean Growth Pathways strategy and how the company is partnering with local governments, Indigenous communities and others to advance B.C.'s clean energy economy.

🗣 Moderator



Pat Deakin

Economic Development Manager, City of Port Alberni

🗣 Speakers



Dana Wong

Public Policy Manager, FortisBC



Kelly McTaggart

Advisor, Community Engagement, Canadian Association of Petroleum Producers (CAPP)

12:15pm

Lunch - sponsored by Community Futures BC

🕒 12:15pm - 1:15pm, Mar 5

📍 Airport Ballroom

Meal

🗣 Moderator



Geoff Millar

Principal, Millar & Associates

12:55pm

Community Futures BC: Growing Local Economies Through Community Partnerships

🕒 12:55pm - 1:15pm, Mar 5

📍 Airport Ballroom

Lunch Sponsor Presentation

📣 Speakers



Cathy Robertson

General Manager, Community Futures Cowichan



Cheryl Johnson

Executive Director, Community Futures BC

1:20pm

Breakout #1 - 4 Key Elements to Improving Your Economic Development Website

🕒 1:20pm - 2:30pm, Mar 5

📍 Steveston

Breakout

There is little question that having a web presence is important for economic developers, but with all of the web trends, and with most EDO's having limited resources, what focus areas are the most important and easy to maintain? With the elements in place, how do you make businesses and investors aware of the site's content? Gain tips and hear how communities of all sizes across North America are quickly and affordably improving their web presence.

📣 Moderator



David Munro

Manager Economic Development, City of Coquitlam

📣 Speakers



Dave Parsell

CEO, Localintel



Jennifer Vincent

Economic Development Special Projects, City of Penticton



Deklan Corstanje

Economic Development Officer, Regional District of Kitimat-Stikine

Breakout #2 - Economic and Workforce Development Through Community-Based Partnerships

🕒 1:20pm - 2:30pm, Mar 5

📍 Bridgeport

Breakout

Building and maintaining mutually beneficial partnerships that support economic and workforce development initiatives is hard work! For example, apprenticeships not only help employers train and grow a local workforce, but they also help community members to gain experience in trades to contribute to the development and maintenance of the community itself. Many communities and organizations choose not to partner at all. Perhaps the question economic and workforce development leaders and community-based organizations need to consider when exploring partnership opportunities is not, "Should we partner?" But rather, "What are the costs to the health of the community, economy, businesses, and residents if we don't partner?" Attend this learning lab with the City and Campbell River, North Island Employment and the Industry Training Authority to hear how partnerships although hard work can bring tremendous benefits to the entire community.

👤 Moderator



Terry Van Horn

Executive Director, Lower Columbia Initiatives Corporation

👤 Speakers



Michael Cameron

Director, Indigenous Initiatives, Industry Training Authority



Rose Klukas

Economic Development Officer, City of Campbell River



Shannon Baikie

Regional Manager, Community & Labour Market Services, North Island Employment

Breakout #3 - Supporting Indigenous and Local Entrepreneurial Ecosystems

🕒 1:20pm - 2:30pm, Mar 5

📍 Airport Ballroom

Breakout

Supporting Indigenous and Local Entrepreneurial Ecosystems

Homegrown business development in indigenous and local communities requires a risk-taking spirit that is supported by community values and programs. Successful communities are those that have found a way to create a local culture and climate where entrepreneurs can thrive. This panel will profile successful entrepreneurial ecosystems and will share lessons learned and tips for building stronger communities.

What you will learn:

- Key things you should know about the unique issues and challenges that face entrepreneurs
- Lessons on how to build entrepreneurial ecosystems
- Examples of what communities (indigenous and local) are doing that is working

Moderator



Trevor Cootes

Elected Council, Huu-ay-aht First Nations

Speakers



Joanne Norris

Interim Regional Director and ThriveNorth Project Manager, Futurpreneur Canada



Stewart Anderson

Manager, Indigenous Partnerships, Vancity



Mina Haghghi

Business Development Manager, Futurpreneur



Rudi-lee Canil

Futurpreneur

2:30pm

Work & Social Break

🕒 2:30pm - 3:00pm, Mar 5

BREAK

3:00pm

Breakout #1 - Economic Development In Action #2

🕒 3:00pm - 4:10pm, Mar 5

📍 Steveston

Breakout

Communities have different needs and come up with different programs that help to support the local economy. BCEDA has set a goal to increase awareness of the work that our member communities are doing and the successes they are having. While Economic Development is never the same in any one community it is important to learn from each other and to identify projects that can be adapted to fit your needs. The Economic Development in Action series highlights just some of the great work being carried out by communities throughout British Columbia. In these fast-paced presentations done in the IGNITE format, speakers will talk about successful initiatives they have implemented and explain how you too can adapt the format for success.

🗣️ Moderator



Robyn Cyr

EDO, Columbia Shuswap Regional District

🗣️ Speakers



Sara Clark

VP Strategic Projects, Small Business BC



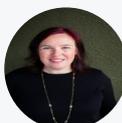
Keenan Hopson

Economic Development Officer, City of Prince George



Stephanie Slaman

Business Development Officer, Central Okanagan Economic Development Commission



Kate Mulligan

Economic Development Officer, District of Squamish



Cathy Robertson

General Manager, Community Futures Cowichan



Clark Grieve

Economic Development Specialist, Venture Kamloops

Breakout #2 - Reinventing BRE in the Global Economy

🕒 3:00pm - 4:10pm, Mar 5

📍 Airport Ballroom

Breakout

Traditionally, economic developers have defined business retention and expansion (BRE) as an annual visitation and survey process with private sector employers. This static model is often at odds with the dynamic nature of globally competitive companies. This session will identify and explore new, cost-effective tools and techniques that allow economic developers to actively intersect with and engage their most dynamic private sector constituents. These new tools for BRE have the added benefit of relationship-building and adding strategic value over traditional, inwardly focused survey-centric models. The session will also explore how communities are working with senior governments to survey and engage with existing businesses to encourage and support economic growth.

👤 Moderator



Geoff Millar

Principal, Millar & Associates

👤 Speakers



Laith Wardi

President, ExecutivePulse, Inc.



Kevin Poole

Manager, Economic Development & Tourism, City of Vernon



Erik Collins

Director, Montgomery County Community and Economic Development



Stephen Morris

Team Lead with the Economic Development Resources Unit, Ontario Ministry of Agriculture, Food and Rural Affairs

5:45pm

Cocktail Reception

🕒 5:45pm - 6:30pm, Mar 5

📍 Main Foyer

6:30pm

BC Economic Development Awards Banquet

🕒 6:30pm - 9:30pm, Mar 5

📍 Airport Ballroom

Meal

🗣 Moderator



Maureen Czirfusz

Executive Director/Economic Development Officer, Houston & District Chamber of Commerce

🗣 Speakers



Sue Kenny

BCEDA Board Chair



David A. Bennett

Director, Communications and External Relations, FortisBC

Wed, Mar 06, 2019

9:00am

IEDC Tech-Led Ec Dev Course

🕒 9:00am - 4:30pm, Mar 6

📍 Steveston

Pre-registration required

Thu, Mar 07, 2019

9:00am

IEDC Tech-Led Ec Dev Course

🕒 9:00am - 4:45pm, Mar 7

📍 Steveston

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